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Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330

Letter No. 2501

March 29, 1991



FIRST RADIO NEWS CONFERENCE – Secretary of Agriculture **Edward Madigan**, Director of Public Affairs & Press Secretary **Kelly Shipp** & Executive Assistant to the Secretary **William O'Conner, Jr.**, (far right) joined USDA Radio's **Gary Crawford** in the USDA Radio Studio for Madigan's first radio news conference with farm broadcasters March 22. During the 30-minute news conference Madigan answered questions from nine broadcasters as others listened and recorded the event. (USDA Photo by **Byron Schumacher**.)

INK FROM SOY OIL -- Newspaper printing ink made with 100 percent soybean oil developed by USDA may soon be making headlines. "This announcement is of special importance on this day when Americans across this great nation are celebrating National Agriculture Day to honor our farmers and the greatest agriculture production the world has ever seen," said Secretary of Agriculture **Edward Madigan**. "U.S. farmers provide 250 million Americans the highest quality of food and fiber. Soy ink is one example of how their efforts go beyond traditional agricultural production." If all newspaper ink were made from soy oil, it would use the oil from about 40 million bushels of soybeans. Soy ink could cost less than traditional newspaper inks. Contact: **Marvin O. Bagby** (309) 685-4011.

IN MEMORIA

Larry Collins, the steady hand behind USDA Radio's voices, died of a heart attack March 23. Larry, who was our radio production specialist, also coordinated equipment purchases & radio contracts. Larry grew up in Southeast Washington, D.C., and had worked for USDA R-TV for more than 30 years. He served in the U.S. Navy from 1952-56 and began working for the federal government as a guard at GSA in 1957. In his off-hours, Larry was sound coordinator & stage manager for "Mother's Band," a community service band. He also devoted many volunteer hours counseling people recovering from drug & alcohol dependency.



LOW-FAT BEEF -- USDA is testing low-fat beef patties in schools in six states. "Our prompt action in buying and distributing beef patties which contain approximately 10 percent fat is part of a continuing effort to lower the fat content in school lunches," says **Betty Jo Nelsen**, administrator of USDA's Food & Nutrition Service, the agency which administers the National School Lunch Program. "No one is more concerned than we are with healthful nutrition for the nation's school children." USDA bought about 240,000 pounds of low-fat beef to distribute to schools in Maryland, Georgia, Minnesota, Texas, Iowa & California. Contact: Phil Shanholtzer (703) 756-3286.

FARM INCOME TO SLIP -- Farmers' net incomes are expected to drop in 1991 from recent records, USDA economists say. While cash receipts are expected to remain near record levels, lower direct government payments & slightly higher farm expenses will pull net incomes down. USDA forecasts net farm income to be \$42 to \$47 billion, nearly one-tenth below a year ago. USDA predicts net cash income will be \$53 to \$58 billion in 1991, compared with \$58 billion in 1990. Contact: Greg Gajewski (202) 219-0213.

AG SAFETY & HEALTH -- Surgeon General Antonia C. Novello will hold a conference on agricultural safety & health in Des Moines, Iowa, April 30 - May 3. In addition to Novello, invited speakers include Gov. Terry E. Branstad, Sec. of Labor Lynn Martin, Secretary of Agriculture Edward Madigan, Sec. of HHS Louis W. Sullivan, Farm Bureau President Dean Kleckner, USDA-Extension Service Administrator Myron D. Johnsrud & Sen. Thomas Harkin. Contact: Melvin L. Myers (404) 639-2376.

FROM OUR RADIO SERVICE

AGRICULTURE USA #1764 -- Azaleas add color & beauty to your landscape. On this edition of Agriculture USA, Brenda Curtis gives some tips on the proper care & feeding of azaleas. (Weekly reel -- 13-1/2 minute documentary.)

CONSUMER TIME #1246 -- April showers; buying fresh oranges; safe cooking; azaleas -- a favorite for landscapes; azaleas are bursting out all over. (Weekly reel of 2-1/2 to 3 minute consumer features.)

AGRITAPE NEWS & FEATURES #1754 -- USDA News Highlights; U.S. Japanese trade update; sodbuster/swampbuster; U.S. poultry wings its way to the USSR; U.S. chocolate confectionery exports increase; a deadly Medfly lure. (Weekly reel of news features.)

NEWS FEATURE FIVE #1413 -- B6: How much is enough; B6 & blood sugar; skin & the immune system; molds vs. Medflies; mold menagerie. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Tues., April 9, crop/weather update; Wed., April 10, U.S. crop production, world supply/demand; Thurs., April 11, vegetables/specialties outlook, world ag/grain situation, world oilseed situation, world cotton situation; Fri., April 12, outlook for developing economies; Tues., April 16, milk production, crop/weather update, ag resources outlook. (These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling!)

DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.
Material changed at 5 p.m., EST, each working day.

FROM OUR TELEVISION NEWS SERVICE
(Week of March 28, 29 & April 1, 1991)

FEATURES -- Pat O'Leary reports on the U.S. rice industry; DeBoria Janifer takes a look at the WIC program; Will Pemble reports on fighting fruit flies.

ACTUALITIES -- USDA Chief Meteorologist Norton Strommen on the latest weather & crop update; USDA Economist Leland Southard on livestock & poultry; USDA Soil Scientist Jeri Berc on wind erosion & water supply; USDA Economist Jerry Stam on U.S. farm banks; USDA Economist Greg Gajewski on rural industrial growth; NASDA President C. Alan Pettibone on NASDA '91.

UPCOMING FEATURES -- Pat O'Leary reports on the alternative crop -- kenaf; Lynn Wyvill takes a look at home-based businesses.

Available on Satellite Westar IV, Transponder 12D (Channel 23), audio 6.2 or 6.8:

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| THURSDAY | 7:30 - 7:45 p.m., EST |
| SATURDAY | 10 - 10:45 a.m., EST |
| MONDAY | 8 - 8:45 a.m., EST |

OFFMIKE

TWO WEEKS...after an ice storm hit northwest Indiana, several producers were without electrical power. David Russell (Tribune Radio Network, Indianapolis, Ind.) says portable generators were supplying power to hog houses while the farmer's house was operating as if it were the early 1900's. Dave says there is no indication that Farm Bill flexibility will cause major changes in planting intentions. Producers are waiting for fields to dry.

RECENT RAINS...have provided enough moisture for Spring planting, but the subsoil remains dry, says Bob Burtenshaw (KID, Idaho Falls, Idaho). Farm Bill flexibility is not a problem for most producers in his area, Bob says, because weather & soil limit what can be grown. Main concern now is low prices for potatoes & wheat. At recent Ag Week ceremonies, Bob had double cause for pride -- his brother Clyde was one of five inductees into the Eastern Idaho Agriculture Hall of Fame. In 1973 his father, John, was one of the first five inducted.

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Radio-TV Division
U.S. Department of Agriculture
Washington, D.C. 20250-1300

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EXPANSION...is underway, says Cindy Zimmerman (Southeast Agrinet, Ocala, Fla.). Network is adding stations in Georgia and Alabama. To reflect the additions, the network is changing its name from Florida Agrinet to Southeast Agrinet. Everett Griner (formerly of Georgia Agrinews) is joining the staff.

THANKS...to Lisa Roberts (WKYA-WNES, Powderly, Ky.) for adding USDA radio service to her broadcast schedule & to Don Sitton (KPET, Lamesa, Texas) for letting us know how much he and his listeners enjoy our weekly radio cassette service. Also, thanks to Gregg Primo (Newsworthy Video, Old Greenwich, Conn.), Brad Lemmonds (KAIT-TV, Jonesboro, Ark.) & Steve Thompson (Farm Times, Ruppert, Idaho) for their positive feedback about our satellite TV News Service features. And, thanks to Dix Harper (WRAL-TV, Raleigh, N.C.) for showing our "America's Most Crucial Industry" video to the Wake County Agribusiness Council. Dix serves as council president.


VIC POWELL
Chief, Radio & TV Division